

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 05997 030942Z
ACTION EA-12

INFO OCT-01 EUR-12 ISO-00 EB-08 /033 W
-----017944 031202Z /53

R 030841Z OCT 77
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 5126
AMCONSUL AMSTERDAM
AMEMBASSY BRUSSELS
AMEMBASSY LONDON
AMCONSUL HONG KONG
AMCONSUL MELBOURNE
AMEMBASSY CANBERRA
AMEMBASSY PARIS
AMCONSUL SYDNEY
AMEMBASSY STOCKHOLM
AMEMBASSY VIENNA
AMCONSUL ZURICH
AMEMBASSY BERN
AMEMBASSY BELGRADE
USIA WASHDC

UNCLAS TAIPEI 5997

FOR: USDOC/BIC/OIM/SAD--GAYNOR PASS TO OIM/EA--MURRAY

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: USHUS CLOSING REPORT

REF: TAIPEI 5859

1. DUE TO TORRENTIAL RAINS NIGHT OF SEPTEMBER 22 AND RESULTANT
FLOODING OF TTC EXHIBITION HALL REPORTED REFTEL, HOUSEWARES SHOWCASE
COULD NOT OPEN TO TRADE PUBLIC ON THIRD DAY AS SCHEDULED. EVENT
WAS HELD IN TAIPEI ON SEPTEMBER 21 AND 22 ONLY.

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2. TWO-DAY EVENT DREW 572 VISITORS. REQUESTS FOR CATALOGS,
PRICE INFORMATION AND OTHER DETAILS TOTALLED 858. TWENTY U.S.
COMPANIES SEEKING REPRESENTATION IN TAIWAN RECEIVED 222 INQUIRIES.
VTR PRESENTATIONS WERE SHOWN TWICE DAILY IN TWO PARTS, WITH
AN AVERAGE ATTENDANCE OF 127 PER TWO-PART SESSION.

3. LIST OF ALL VISITORS AND INDIVIDUAL SALES LEADS WILL BE FORWARDED BY AIRMAIL TO EACH EXHIBITOR WITHIN THREE WEEKS.

4. USHUS WAS SECOND CTR-BASED PROMOTION EVENT TO BE HELD AT TRADE CENTER. TTC LOOKS FORWARD TO STAGING ADDITIONAL PROMOTIONS OF THIS TYPE. STAFF RECOMMENDS, HOWEVER, THAT FUTURE VTRS COMPRISE INDIVIDUAL PRESENTATIONS MORE LIKE THOSE OF MACHINE TOOLS USA RATHER THAN USHUS. SALES PRESENTATIONS OF LONGER LENGTH BY PROFESSIONAL NARRATORS AND DEMONSTRATORS ARE MUCH MORE EFFECTIVE (ESPECIALLY IN NON-ENGLISH LANGUAGE MARKETS) THAN TV COMMERCIAL-TYPE, TWO TO FIVE MINUTE DEMONSTRATIONS BY PERSONNEL INEXPERIENCED IN ART OF FILMING SUCH A PRESENTATION.
SULLIVAN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 03-Oct-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TAIPEI05997
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770359-1146
Format: TEL
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t197710100/aaaadhib.tel
Line Count: 75
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Litigation History:
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 735540
Secure: OPEN
Status: NATIVE
Subject: USHUS CLOSING REPORT
TAGS: BEXP, TW
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/c05da423-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
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